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## **The Role of Advertising Media on Consumer Buying behaviour Towards Lakme (Cosmetics Product).**

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### **INTRODUCTION**

Advertising is the most effective weapon of in marketing. Marketing leaves or has leading impacts on the viewer's mind, as its exposure is much more effective. Marketing mix has four elements which is commonly known as the four 4 P's of marketing i.e. Product, price, place and promotion. Advertising is a component of promotional mix, which is used to create awareness about products and services for influencing purchase decisions. Marketers use these types of tools for communication purposes. A company cannot make dream to be well known brand until they invest in their promotional activities, for which consumer market have been dominating through advertisements.

As the primary mission of advertiser is to reach prospective customers and influence their awareness, attitudes and buying behavior. The principle aims of consumer buying analysis is to explain why consumers need to invest their money on the particular product. In today's dynamic world, it is almost impossible for advertisers to deliver advertising message and information to buyers without use of advertising. Certainly, this may be because of the globalization and accessibility of hundreds of channels for the viewers of this modern era. Now a day, due to globalized economy, this made available a bulk of marketing stimuli to the modern consumers. More often consumerism describes the way of equating personal happiness, with purchasing material possessions and consumption in excess of one's need. Therefore, that consumer is more likely to associate with advertisements of those brands, which have emotional values and messages.

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### **STATEMENT OF PROBLEM**

Marketing the products in today's competitive arena is a tedious work. Existence of many competitors is a big challenge to the marketing. In traditional era, there were less competitors, and the produce by them was selling easily. But in the 21<sup>st</sup> century, the challenges faced by the marketers are really high and there is a tough combat among the competitors. Marketers face many challenges such as overloading of information, social pressure, authenticity and creditability, ethical concerns such as animal testing which may leads the consumers to confusion and difficulty in making informed purchasing decisions.

The consumer is the focal point of modern marketing. In modern times, people are attentive about their personal care. In general, the high-income people spend more on cosmetics items. Regardless of the income level, expenditure on cosmetics occupies prime share in the family's budget. In olden days, cosmetics were considered to be the luxuries of the upper class but now it is considered as necessities of middle and lower classes. Global markets for cosmetics run in millions of dollars. But in India the volume of cosmetics is quite and small as compared to other developed and developing countries. However, the sale of cosmetics products in India is increasing quite steadily because of the increasing member of middle-class families. The attitude and perception of consumers have changed in the last decade.

This change in attitude of consumers has enabled the manufacturers, distributors and dealers to formulate effective sales and advertisement strategies. Hence in Coimbatore city, the study of consumer buying behavior and the impact of advertisement on cosmetics has a scope for research studies. The present research attempts to analyses the impact of advertisement on consumer buying behavior towards cosmetics product in Coimbatore city.

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### **OBJECTIVES OF THE STUDY**

- I. To study the factors affecting the buyer's decision for purchasing cosmetic products (Lakme).
- II. To create brand loyalty and educate consumers about the product.
- III. To capture consumer's attention and generate interest in a particular product.

- IV. To influence the consumer buying behavior through various advertising media.
- V. To create emotional connections between the product and consumers.

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## SCOPE OF THE STUDY

The study examined the impact of product advertising on consumer buying behavior. This study is delimited to Lakme cosmetic product. The geographical scope of this study is Coimbatore, Tamil Nadu, India. Theoretically, only effect of media advertising on consumer's buying behavior was covered in the study since all components of advertising, consumer's attitude and consumer's buying behavior like information search, evaluation of alternatives and post purchase evaluations could not be researched.

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## RESEARCH METHODOLOGY

The methodology of the study includes,

- Area of the study
- Data collection
- Method of sampling
- Sample size
- Statistical tools

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## REVIEW OF LITERATURE

1. **Sevara khosiyat kulova (2020)** conducted a study on Effect of Promotional activities of Cosmetic products on customers buying behavior to understand the promotional activities and their effect of customers living in Uzbekistan. The author concluded that the customers prefer buying face and eye makeup products on promotion but do not prefer to by face cleansing and face care products.
2. **Nilesh Anute (2015)** has investigated a study on consumer buying behavior towards cosmetic products, to understand the factors affecting buyer decision for purchasing cosmetic products. The author concluded that most of the people take quality as a most important factor to purchase cosmetic product.
3. **Shallu and Sangeeta Gupta (2013)** conducted a study on Impact of promotional activities on consumer buying behavior a study of cosmetic industry. The author found that consumer behavior considered as the mental and emotional process and the observing behavior of consumers during searching, purchasing and post consumption of a product or service.
4. **Banerjee, Subhojit (2009)** has investigated the effect of product category on promotional choice to understand the consumer reaction to promotion in supplying useful approaches is very important both for increasing sales and other components of marketing mix, these factors are deeply interrelated in fact components of sales promotion can serve as significant factors in deriving consumers.

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## COMPANY PROFILE

### LAKME



Lakme is an Indian cosmetics brand, owned by Hindustan Unilever. It was named after the French opera *Lakme*, which itself is the French word for goddess Lakshmi who is renowned for her beauty. The CEO of Lakme is Anil Chopra. Lakme started as a 100% subsidiary of Tata oil mills (Tomco), part of the Tata group. Indian cosmetics Lakme was started in 1952, famously because the past prime minister, Jawaharlal Nehru, was concerned that Indian woman were spending precious foreign exchange on beauty products, and personally requested JRD Tata to manufacture them in India. Simone

Tata joined the company as director, and went on to become its chairman. In 1996, Tata sold off their stakes in Lakme lever to HLL, for Rs 200 crore (45 million US\$), and went on to create Trent and Westside. Even today, when most multinational beauty products are available in India, Lakme still occupies a special place in the hearts of Indian woman. Lakme also started its new business in the beauty industry by setting up Lakme Beauty Salon all over India. Now HUL (Hindustan Unilever Limited) has about 110 salons all over India providing beauty services.

**COMPANY TYPE** : Private

**PARENT COMPANY** : HUL (Hindustan Unilever)

**INDUSTRY** : Cosmetics and personal care

**FOUNDERS** : JRD Tata and Simone Tata

**HEADQUARTERS** : Mumbai, India

**AREA SERVED** : India, Nepal

**WEBSITE** : <https://lakmeindia.com/>

#### DATA ANALYSIS AND INTERPRETATION

##### RANKING ANALYSIS:

Ranking analysis involves evaluating the performance or position of items, such as products, services, or individuals, relatives to each other based on the specific criteria. It can help to identify strengths, weakness and opportunities for improvement.

Ranking analysis aims to assess and compare items based on specific criteria to determine their relative positions or performance levels. The primary purpose of the ranking analysis is to gain insights into the strengths, weakness and overall standings of the items being ranked.

**TABLE 1**

**Table showing the satisfaction level towards the Lakme product**

Factors	Very satisfied (5)	Satisfied (4)	Neutral (3)	Somewhat unsatisfied (2)	Unsatisfied (1)	Total	rank
Price	325	176	102	8	4	615	1
Variety	200	284	99	10	2	595	2
Quality	210	244	135	4	1	594	3
Availability	210	244	126	8	2	590	5
Promotion	235	232	105	16	3	591	4

##### Interpretation:

The respondents ranked price as 1 based on their satisfaction level, variety as 2 based on their satisfaction level, quality as 3 based on their satisfaction level, availability as 4 based on their satisfaction level and promotion as 5 based on their satisfaction level.

#### FINDINGS

The ranking analysis shows that the customer's satisfaction towards the Lakme product through promotion are less compared to the price, variety, quality and availability of the product.

#### SUGGESTIONS

- Consumers suggest to improve the advertisement as the respondents showed somewhat importance of advertisement over the Lakme product.
- Brand needs to keep their consumers consistent as majority of respondents are shifting to another brand like Loreal.
- Lakme needs to improve more skincare products as the respondents are preferred cosmetics over the skincare.

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## CONCLUSION

In conclusion, Lakme cosmetics has successfully navigated the competitive beauty market through strategic marketing initiatives. By consistently innovating, leveraging digital platforms, and emphasizing customer engagement, Lakme has strengthened its brand presence. With a diverse product range and a customer-centric approach, Lakme continues to be a prominent player in the cosmetics industry, poised for sustained growth.

Additionally, Lakme's effective utilization of celebrity endorsements has enhanced brand visibility, creating a strong association with glamour and style. The brand's commitment to quality and formulation innovation has fostered customer loyalty. Furthermore, the expansion into international markets and the implementation of inclusive marketing campaigns have broadened Lakme's global appeal, reinforcing its position as a trusted beauty partner for consumers worldwide. Overall, Lakme's marketing strategies reflect adaptability, creativity, and a keen understanding of consumer preferences.

Moreover, Lakme's strategic collaborations with beauty influencers and partnerships with fashion events have positioned the brand at the forefront of industry trends, fostering a dynamic and contemporary image. The emphasis on sustainability in product development and packaging aligns with the growing eco-conscious consumer base, contributing to Lakme's positive brand perception. Through targeted promotions and experiential marketing, the brand has effectively connected with its diverse customer base, ensuring a comprehensive and inclusive approach to beauty. In essence, Lakme's multifaceted marketing efforts underscore its resilience and relevance in the ever-evolving cosmetics landscape.

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